



September 2012

To Whom It May Concern:

Please let this letter serve as an explanation of the classes of time available for purchase on KUSA-TV.

Classes of Time: Availabilities

Our advertising rates are negotiated and established based on supply and demand. The rates vary within and among each class of time and due to overall market conditions/ advertiser demand at the time the order is placed. As the demand for inventory changes, our rates are adjusted to reflect the demand in our market for each class of our available inventory as is our standard commercial practice. Candidates can contact the station to learn more about this or for our current rate card.

Priority Codes used by KUSA-TV:

P-3: Regular Advertiser

P-5: Narrow Rotation Advertiser (i.e. 6A-9A M-F/Can rotate through more than one program)

ROS: Broad Rotation Advertiser (i.e. 5A-7P M-Sun/Can rotate through many programs throughout the day)

Questions regarding political advertising should be directed towards:

Amy Nisenson, Sales Manager
(303) 871-1741

Mark Cornetta, President and General Manager
(303) 871-1464

THIS POLICY IS SUBJECT TO CHANGE.